

Amendments to the Specification:

Please replace the paragraph beginning on Page 10, line 14, with the following amended paragraph:

A The audience may be segmented on the basis of age using the techniques taught, for example, in United States Patent Number 5,781,650, issued to Lobo et al., incorporated by reference herein. Furthermore, an average distribution of age may be obtained by evaluating height information, in the manner described in Antonio Criminisi et al., "A New Approach to Obtain Height Measurements from Video," Proc. of SPIE, Boston, MA, Vol. 3576 (November 1-6, 1998), incorporated by reference herein. The audience may be segmented on the basis of race using the skin-tone techniques taught, for example, in Face Guardian: Real-Time Face Verification Software that Recognizes Who You Are, [http://www.keywareusa.com/300\\_products/face\\_fs.html](http://www.keywareusa.com/300_products/face_fs.html) by Keyware Technologies, incorporated by reference herein. The audience may be segmented on the basis of gender using the techniques taught, for example, in Baback Moghaddam and Ming-Hsuan Yang, "Gender Classification with Support Vector Machines," Proc. of the fourth IEEE International Conference on Automatic Face and Gesture Recognition, 306-11, Grenoble, France (March, 2000), incorporated by reference herein. It is noted that gender and age information can also be derived from the height information.